
From: Holsman, Marianne
To: Mark Macintyre
Sent: 1/27/2015 3:34:15 PM
Subject: FW: Press plans for OR CZARA

FYI.

Marianne

206.553.1237 desk
206.450.5895 cell

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From: Ben Sherman - NOAA Federal [mailto:ben.sherman@noaa.gov]
Sent: Tuesday, January 27, 2015 11:22 AM
To: Holsman, Marianne
Subject: Re: Press plans for OR CZARA

No problem. Yes will answer where appropriate otherwise redirect to SME - most likely Joelle Gore.

On Tue, Jan 27, 2015 at 2:14 PM, Holsman, Marianne <Holsman.Marianne@epa.gov> wrote:
OK. So, even though you are off, you can field the calls? Will you answer questions or refer to someone else?

Marianne

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From: Ben Sherman - NOAA Federal [mailto:ben.sherman@noaa.gov]
Sent: Tuesday, January 27, 2015 11:13 AM
To: Holsman, Marianne
Cc: Michael Milstein - NOAA Federal; Psyk, Christine; MacIntyre, Mark; McLerran, Dennis; Joelle Gore - NOAA Federal
Subject: Re: Press plans for OR CZARA

Looks fine to me - though I will be out of pocket Friday as it is my AWS day and I have some appointments to attend. But will track emails and my desk phone rings on my cell if folks leave messages.

Ben S.

On Tue, Jan 27, 2015 at 1:51 PM, Holsman, Marianne <Holsman.Marianne@epa.gov> wrote:
Hi Folks:

We had a good chat with Michael M. this morning and here's our plan:

1) Embargo news release to Associated Press on Thursday afternoon. Will and Dennis talk at 3:45 to coordinate. Interview with reporter at 4:00 (assuming he's available). Embargo rules are: AP story does not run until after we issue the news release

Friday morning. EPA is making contact with the reporter to check his availability on Thursday.

- 2) EPA will coordinate w/ODEQ to: share our news release, discuss our plans for reaching out to the press and hopefully learn the state's plan for proactive or reactive work with the press and their key public messages/general posture.
- 3) As we did last year, once the news release is issued Friday morning, Ben at NOAA will take any additional calls that come in (likely from the Oregonian).
- 4) Dennis would like to leave any editorial board interaction to the state of Oregon.

Let me know if you have any questions about this.

Thanks.

Marianne

Marianne Holsman
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“... Early this morning I walked out the front door and bent and picked up the morning paper. Cool air, distant traffic, a whiff of lilies from along the driveway, and in the park across the street, a woman loping along with a yellow Lab. After a heart operation, it is all indescribably beautiful.” ---- Garrison Keillor, Time Magazine, Aug. 13, 2001 after open heart surgery.

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